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NestlÃ© collaborates with Dubai AI Campus

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NestlÃ© announced a partnership with Dubai AI Campus to develop a cutting-edge AI-powered tool that leverages artificial intelligence to identify product innovation opportunities. This innovative tool will analyse emerging trends and provide consumer insights, enabling NestlÃ© to make actionable decisions that uncover new business opportunities and accelerate product development to meet the evolving needs of consumers across the region. This partnership also aligns with Dubai AI Campusâ?? vision of fostering a collaborative environment that drives technological advancement and positions Dubai as a global leader in innovation.

The Memorandum of Understanding was signed during a ceremony at DIFC in the presence of Laurent Freixe, NestlÃ© CEO; Remy Ejel, NestlÃ© Executive Vice President and Head of Zone AOA (Asia, Oceania and Africa); Yasser Abdul Malak, NestlÃ© MENA Chairman & CEO; Arif Amiri, CEO of DIFC Authority; and Mohammad Alblooshi, CEO of DIFC Innovation Hub.

Commenting on this partnership Yasser Abdul Malak, NestlÃ© Chairman & Chief Executive Officer, Middle East and North Africa, said: â??We are excited to be partnering with Dubai AI Campus to pioneer the use of AI, strengthening our capabilities in anticipating consumer trends and innovating for the future. Dubaiâ??s dynamic business environment, digital and technological leadership, and forward-thinking approach make it an ideal location for this initiative. We look forward to seeing how this AI solution will drive meaningful innovation that benefits our consumers and customers.â?